

Chapter 1

Getting Started with Prezi

In This Chapter

- Understanding the Prezi paradigm
 - Presenting without slides
 - Discovering unique uses for Prezi
 - Picking the right plan
-

Welcome to a new way of presenting. Hopefully Prezi can inspire you to think differently about your next presentation. Prezi can take your slide-driven talks in a whole new direction. Part of the appeal of Prezi is its totally unique way of presenting ideas. But it's more than that: It's a way to free yourself from the boundaries of time and space. Does that sound magical? I hope so. Your journey into Prezi will be exciting.

Unlike more conventional presentation applications, Prezi gives you the tools to work in several dimensions at once to wow a formerly bored audience. When you see how to traverse layers and zoom around, you'll see what I mean.

In this chapter, I introduce you to a new presentation paradigm. And the price is right. You can start with the free version and decide where to go from there. Prezi is also hosted online so everything is just a little bit easier. The key to getting comfortable with Prezi is to jump right in and experiment.

Evolving Presentations

If you were unlucky enough to attend a business presentation before the mid-1980s, you saw a person standing in the front of the room, clicking through 35mm slides in a carousel or you saw a person slapping transparencies on an overhead projector.

Unfortunately, these presentations usually required a darkened room, which was a recipe for disaster. When the lights came back on, you'd see a bunch of bleary-eyed colleagues pretending they were awake the whole time. Of course, no one was fooled — or persuaded.

When computers came on the scene, there was some relief. Professional-looking graphics could be created without a camera or an extensive art department. People could show presentations as they had before, but now the slides were digital.

For 20 years, this method has prevailed. Some people are very comfortable with it and don't plan to try anything new. Others, though, see room for alternatives. They want something that adds a more visual way of telling a story.

Enter Prezi. It provides something that the other presentation software applications don't: movement. When you watch a prezi for the first time, you're struck by the fact that your screen has layers. You can zoom into them and out again to explore the canvas. And you can put it on Autoplay and let it roll. That's when the fun begins.

Finding Out Just What Prezi Is

Prezi describes itself as a digital storytelling tool. This is a deceptively simple description. To understand the difference between Prezi and other presentation tools, you need to look at the difference between a process and its content.

Most slide programs dictate a process. They're set up to organize material for a presenter to talk about in a linear fashion, which is great for the presenter but not always great for the audience. Prezi, on the other hand, uses content to create a story line. With Prezi, the organization of the material doesn't dictate a particular process — the story does.

Just like any tool, you have to figure out how to make Prezi work for you. It's easy to use, however, and when you get rolling, you'll probably prefer it to other presentation software. But you'll have to open your mind to a different way of thinking about what goes into presenting.

First and foremost, Prezi helps you tell a persuasive story that can change people's minds. With Prezi, your only limitation is the amount of time you have to spend on creating something unique.

Breaking the slide barrier

Can you imagine creating a presentation that doesn't include slides? Up until now, you likely couldn't. Breaking your addiction to information in rectangular bullet lists is going to be key to using Prezi. If you think I'm kidding, I'm not. When you first try Prezi, your impulse may be to try to put all your information into the built-in Frame tool (brackets, circles, and rectangles) and show them one by one like a slide show. Resist this urge!

What if directors had taken the new medium of TV as an opportunity to show people reading radio scripts at a microphone? At first, this might have been acceptable, but eventually people would have started to balk, because this approach didn't take advantage of the visual medium that television is. The medium of television meant that storytellers no longer had to just tell, they had to show as well. That's what Prezi lets you do.

With Prezi, you need to use the visual medium and the ability to zoom in and out — not make it fit an old paradigm. You need to think differently about how things are displayed and discussed. When you get comfortable with it, though, this new paradigm will spur your creativity. Don't be afraid to put anything on the canvas and play with it. Your results will be better, and your audience will thank you for it.

One of the best ways to retrain your eye is to look in the Prezi Explore tab and see what others have done. You'll begin to notice how some people try to experiment with new ideas and others just try to re-create a slide motif. When you recognize this, you'll be able to avoid it.

Getting to know the Prezi menu

The Prezi Bubble menu is the heart of the application. In keeping with Prezi's uniqueness, it doesn't look like the ordinary Windows-style menu. It's called a *Bubble menu* because each menu choice is a circle that looks something like a bubble. The main menu consists of one major center bubble with five smaller bubbles around it. (See Figure 1-1.)

All the action takes place here. Using these command bubbles, you can create anything you can imagine. In Chapter 3, the menu is presented in complete detail. Here I list the main bubbles and their functions.

The menu consists of the following bubbles:

- ✓ **Write bubble:** This is where you can add and format text.
- ✓ **Transformation Zebra:** Located in the Write bubble. It allows you to move, resize, and rotate any object you upload to the canvas.
- ✓ **Insert bubble:** The submenu includes Load Files and Shapes bubbles.
- ✓ **Frame bubble:** The submenu offers you Bracket, Circle, Rectangle, and Hidden Frame bubbles.
- ✓ **Path bubble:** Here you find the 1-2-3 Add, Capture View, and Delete All bubbles.
- ✓ **Colors and Fonts bubble:** Here you select the style for your prezi. It includes several choices of colors and fonts.

- ✓ **Show bubble:** This is the mode from which you present. When the prezi is in Show mode, the Bubble menu recedes, and the canvas lines are removed. From here you can set timing intervals and Autoplay, manually zoom in and zoom out and expand to use the full screen.

It doesn't take long to understand how to use the menu. Just dive right in and experiment. You can't break anything. Nothing is irreversible. All you need to do is click the Undo link in the upper-right corner if you don't like something.

Publishing online

Prezi wants to make it easy for you to distinguish between *Prezi*, which is the company name, and *prezi*, which is a presentation created with Prezi. This capitalization convention is used throughout the book. Prezi is hosted online, so publishing your prezi is very easy. Your options are dependent upon which license you have. If you have the Free license, your prezi is automatically published (made public) and appears in the Explore tab.

If you have the Enjoy or Pro license, you can decide when or whether you want to make your prezi public. To put it in the Explore tab to share with others, you must make it public. (See Figure 1-2.)

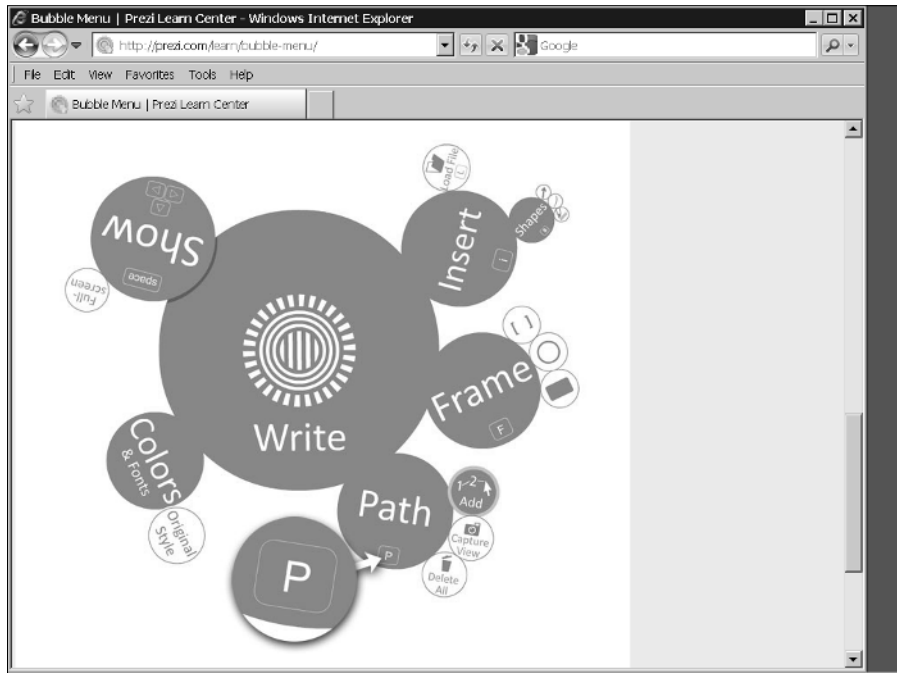


Figure 1-1:
Prezi Bubble
menu.

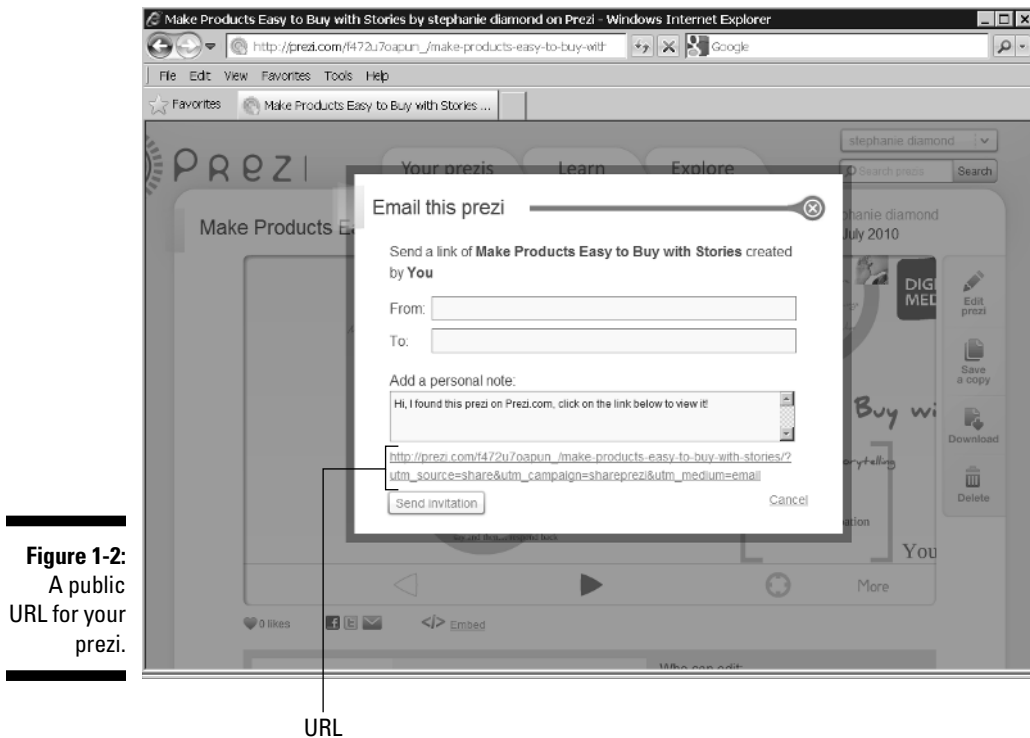


Figure 1-2:
A public
URL for your
prezi.

URL

Working offline with Prezi Desktop

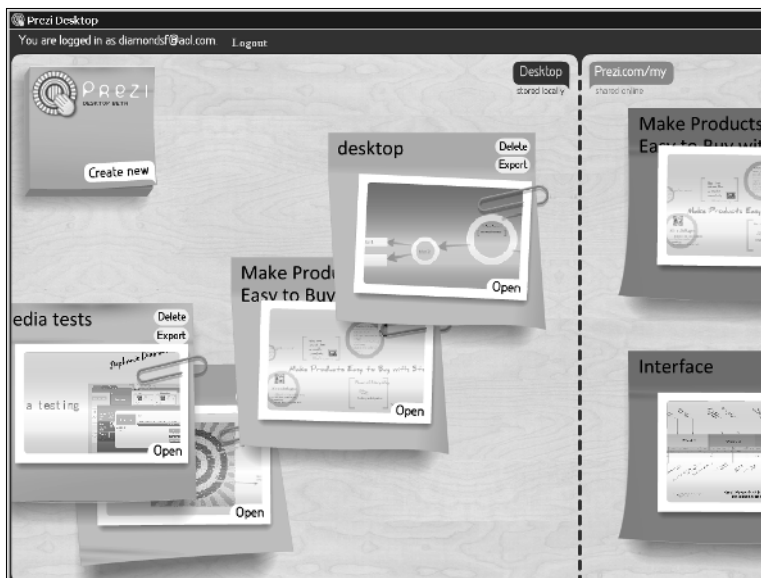
With Prezi Desktop, you can work on your desktop without worrying about staying connected. No Internet today? No problem. (See Figure 1-3.)

Using the Desktop software offers you several benefits, including the following:

- ✓ You can work offline anywhere without an Internet connection.
- ✓ You aren't limited by the designated online space for your account. You're only limited by your hard disk.
- ✓ It provides an extra layer of security because you can work offline and then upload your Prezi online or do the opposite, so that you have a duplicate in another place.

The Prezi Desktop is available to subscribers with Pro or Edu Pro licenses. The Bubble menu works exactly like the online application, so there's no learning curve. After you download the application to your desktop, you can quickly get started. At the opening screen, you can see both your online and offline prezis on the desktop if you log in. If not, you only see the prezis you have on your hard drive. The available prezis look like sticky notes. When you open one by clicking it, you see the familiar Bubble menu.

Figure 1-3:
The Prezi
Desktop
before you
open a
prezi.



Understanding what Prezi is not

Because Prezi looks different and changes well-worn presentation paths, some people may have some misconceptions about using it.

Before you get started, you should be aware that Prezi is *not* the following:

- ✓ **A way to reuse slide presentations as-is:** You can take a slide presentation and just convert it to a prezi, but the end result is just boring. Some have tried, all have failed.
- ✓ **A program that requires design skills:** There's no need for design skills. You can use any kind of graphics that suit your presentation, and you can show the big picture and the details at the same time. Prezi offers a Smart Zooming feature so that the best way to zoom is predetermined. No algorithms need to be harmed in the process of creating your prezi.
- ✓ **Like any other presentation software:** Because Prezi developers threw out the slide motif on day one, you need to rethink how you present. Don't worry; it will be fun. It will spur your creative thinking.
- ✓ **A way to make weak art look good:** No software program is going to make that smiling-bear-holding-a-sign clipart look right in your presentation. On the other hand, if you have good visuals, you can use them in ways you haven't done before.
- ✓ **Only for presentations:** There are lots of other uses for Prezi, including Mind Mapping, note-taking, and sharing information such as photos and recipes. When you see what Prezi can do, you'll find your own favorites.

Signing Up and Picking the Right Plan for You

Prezi offers five subscriber options, so you can pick the one that works for you: Free, Enjoy, Pro, Edu Enjoy, and Edu Pro. All the plans allow you to create a Prezi online and download it to present offline. If you're just experimenting, the free 30-day trial may be the right choice to start. When you see how much online storage space you think you'll need and how you'll use it, you can choose either the Enjoy or Pro plans. The available plans are as follows (see Figure 1-4):

- ✓ **The Free plan:** The Free plan allows you to create and edit prezis online. You get 100MB of free storage space and you can present a downloaded prezi offline. On the flip side, you can't make content private or remove the Prezi watermark. If you don't have the need for large storage or private prezis, then this might be the choice for you.
- ✓ **Enjoy:** Cost \$59 annual fee; 30-day free trial. The Enjoy plan gives you 500MB of online storage space to use for your prezis. When you present, you don't see the Prezi watermark on the left side of the screen like you would if you had the Free plan. Your prezis remain private unless you make them public.

You can share a public or private prezi. Using the Get link or Share downward arrow, you can send an e-mail via Prezi with a link to the prezi.
- ✓ **Pro:** Cost \$159 annual fee; 30-day free trial. The Pro plan gives you 2,000MB of online storage space. When you present, you don't see the Prezi watermark. With this plan, your prezis remain private unless you make them public.
- ✓ **Edu Enjoy and Edu Pro:** Prezi is becoming hugely popular in the classroom. Teachers want to be able to use the software and have their students use it as well. Prezi recognized that educators were not able to afford the program for themselves and their students, so Prezi created separate educational plans. Teachers and students who request and qualify have the option of using the Edu Enjoy Plan (500MB of online storage) for free or the Edu Pro plan (2,000MB of online storage) for \$59 annually. Nonprofits that request and qualify for the Edu Enjoy plan may also access the Edu plans.



If you choose to cancel your account, you'll be able to show the prezis you've already created if you leave your account open. This means that you won't lose the work you've completed. But you won't be able to create or edit new ones unless you sign up for a new free account.

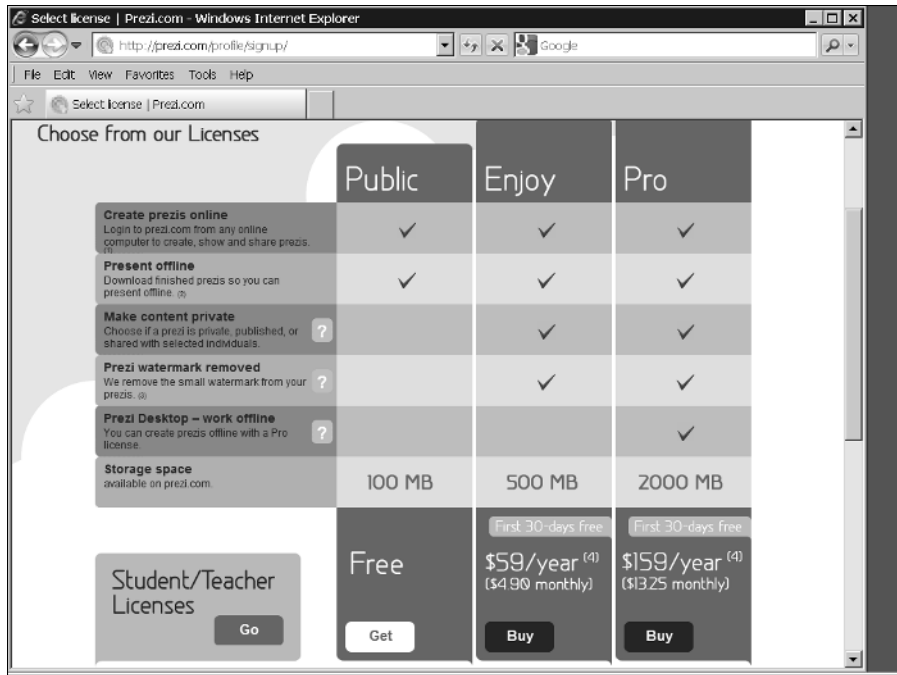


Figure 1-4:
Prezi plans.

Technical requirements

To use Prezi, your computer must have the following:

- ✓ **Adobe Flash Player 9 or higher:** You don't need a Flash Player installed on your computer, but you do need to be able to run it online.
- ✓ **Minimum 1GB memory.**
- ✓ **A mouse or touchpad.**

You must have one of the following operating systems to use Prezi Desktop or Prezi.com:

- ✓ **Windows:** XP, Vista, 7
- ✓ **Mac:** OS X

Meeting Prezi's public face

When you go to Prezi.com (<http://prezi.com>), you find three tabs in the upper-left corner of the site. They are Your Prezis, Learn, and Explore. Before you sign up, the Home tab shows you the features and benefits of Prezi. After you sign up, the Home tab changes to the Your Prezis tab

The following content is found on each of the tabs (see Figure 1-5):

- ✓ **Your Prezis:** After you sign up, the Home tab becomes the Your Prezis tab, and this is where you access all the prezis you create. In this tab you see all your prezis laid out for you. You can also sort your prezis by title or by last opened. You can display this sort by all, those owned by you, or those shared with you.
- ✓ **Learn:** There are three columns on this page where all the e-learning content is located. In the first column, you see the Prezi Academy where you can find Basic, Advanced, and Expert lessons. Next you see the Live from Prezi Universe column where you find tips, ideas, and updates from Prezi. The third column is where you find a link to the manual and links to the different Prezi tech support sites.
- ✓ **Explore:** This area is a great resource. Here you can find all the prezis that have been created by those with Free licenses. You can also find prezis that have been made public for the purpose of sharing them with others. People may also designate their prezis as Reusable so that you can use them as a foundation to build your own prezi. The Explore area is searchable by topic and whether or not it is reusable.

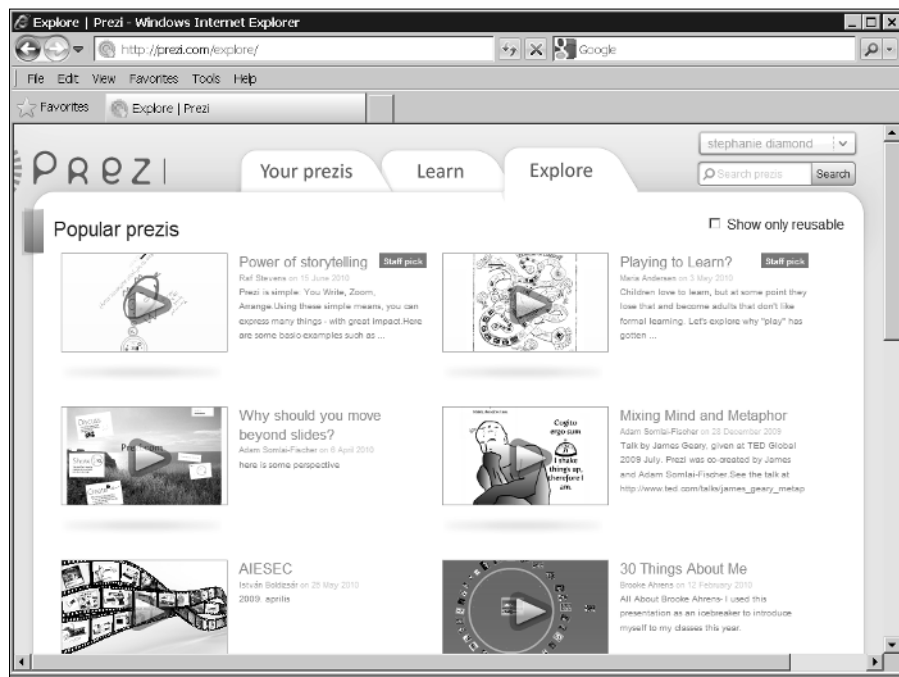


Figure 1-5:
Prezi content tabs.

Changing the Way You Present with Prezi

If you're comfortable with a presentation process that can't be varied, then Prezi is not for you. Prezi gives you options. Options can be scary, but only until you try out a few. Then they can be liberating.

Comparing Prezi to traditional, slide-based programs is like comparing a large digital whiteboard to a deck of cards. On the whiteboard everything is laid out before you. No content is hidden. With the deck of cards you need to go card by card to see the content.

Imagine starting a slide presentation with slide number five and then zipping back to one and then out to ten. The audience would be frustrated for two reasons: first because the information is out of order, and second because moving back and forth seamlessly is clumsy and awkward. I'm sure you've seen a presenter scanning back and forth, frantically trying to find information on a slide near the beginning. It's not pretty.

With Prezi, you avoid this problem completely. All your data is available to you on one canvas. If you want to speak about something, you can access your presentation content like you would on a whiteboard: You point at it. It's all there to see at once. If you want to tell the story in a different way to each audience, you don't need to reorder anything. You just follow the story in a different way.

Telling your story

Fiction writers have it much easier than business writers when they want to plot a story, or so some people think. They can make up anything they want and let the story take them anywhere they want to go. When it comes to telling a business story, however, there are constraints based on facts, figures, and outcomes. But is this really such a limiting factor?

Actually, it's not, if you think about it differently. You aren't trying to make up a story. Your job is to tell one that already exists. Your job is different. You need to take the ideas you want to convey and weave them into a story that people can understand and relate to. This is covered more thoroughly in Chapter 8.

Take the following actions as you construct your story:

- ✔ **Look at the plots.** You don't need to get too complicated with your plotting for a business presentation. Luckily, you know how it turns out before you begin your presentation so that you can pace it effectively.

- ✓ **Decide who the hero is.** Even in a business presentation, the hero is still important. You need to make the audience care about the outcome. That's what the hero does. Remember, in this case the hero doesn't have to be a person. It does have to resonate with the audience.
- ✓ **Figure out the hook.** Every story needs a *hook* — the thing that makes people sit up and pay attention instead of texting their friends or looking for a great sushi restaurant in the neighborhood. If you don't supply one, don't wonder why your audience can't seem to settle down and listen at the beginning.
- ✓ **Figure out the sequence of events.** Prezi gives you the opportunity to create a story line and set a Path to follow. Creating a story line makes your presentation stronger. You can also ensure that people can see the content in the order you intended if you're not present by having them set specific timing intervals you suggest.

Planning differently

Even if you're a die-hard keyboard user, I recommend that you plan your first prezi using a pencil and paper or other sketching medium. Prezi presents you with options that require you to think in ways you haven't before. To do this effectively, you need to think and draw first.

For example, your first prezi might include the following planning sequence:

1. After your story is created as described in the preceding section, decide what you'll use as your key phrases and text content.
2. Find and assemble the visuals that support your ideas. You determine what visuals you already have, what you need to create, or what you need to purchase.
3. Figure out how to place these visuals on the digital canvas in a way that provides meaning just by looking at it. Should you use a metaphor? What about using a familiar pattern that relates to the content?

Because you want to show both the big picture and the details, a random arrangement without grouping will be inefficient.
4. Figure out what order you want the content to be viewed in and how to zoom in and out to reach that content.

You can see how planning on paper would support this process more easily. When you get the hang of it, you may want to work directly online.

Thinking visually

When you creating a prezis, you translate some of your ideas and concepts into visuals. Thankfully, prezis don't lend themselves to heavy text passages and ponderous bullet lists. There are built-in design tools that Prezi provides to help you break down the text into more easily digested pieces.

Throughout this book, I also talk about how to use visuals that you create with other software programs or find from outside sources. I list the acceptable formats in the next section.

The visuals themselves might include the following:

- ✓ Story illustrations
- ✓ Word art
- ✓ Custom designed keywords and phrases
- ✓ Metaphors
- ✓ Mind Maps
- ✓ Flow charts, graphs, statistics
- ✓ Maps and timelines
- ✓ Personas
- ✓ Photos and stock images
- ✓ Hand-drawn images (see Figure 1-6)
- ✓ Animation, video with audio
- ✓ Scrapbooking material

Representing movement using layering

When you lay your elements on the Prezi canvas, you can focus on it using three built-in movements: You can zoom in, zoom out, and rotate it. Think about how different this is than just placing a static image on the screen. (See Figure 1-7.)

When you view a slide, you look at it head on. If you're speaking to a particular element of the slide, you can't zoom in and focus on it unless you take a slice of it and make that your next slide. Looking at content in Prezi mimics a natural process. If you want to see it up close, you can click it or create a preset to zoom in on it.

This zooming opens up your ability to show things in all sorts of new ways. The perception is that you have actual movement. In addition, when you add timing to the equation, your audience perceives the material as using time and space as part of the show.

Figure 1-6:
A prezi with
hand-drawn
graphics.

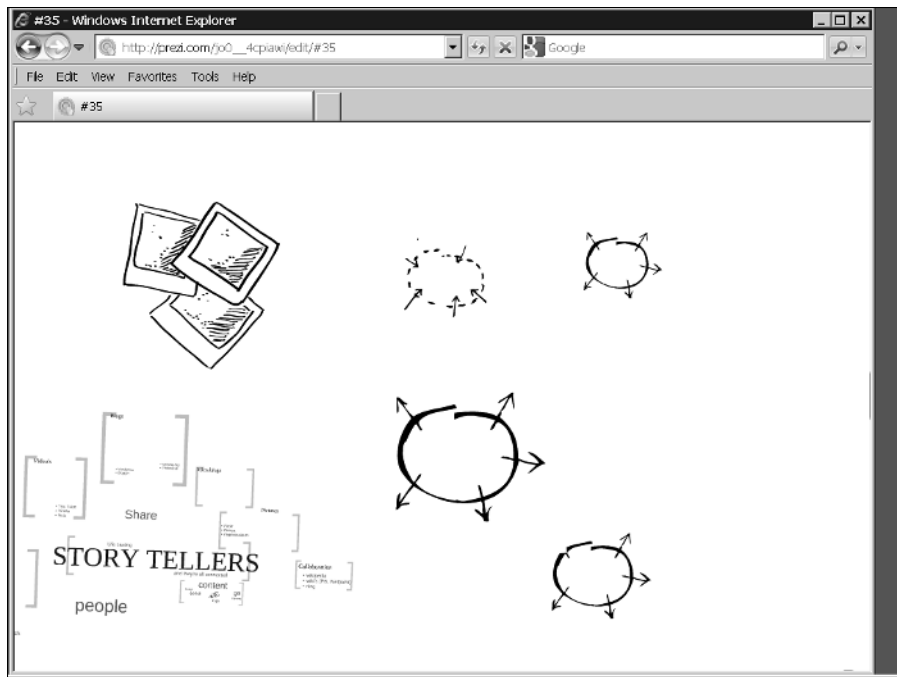
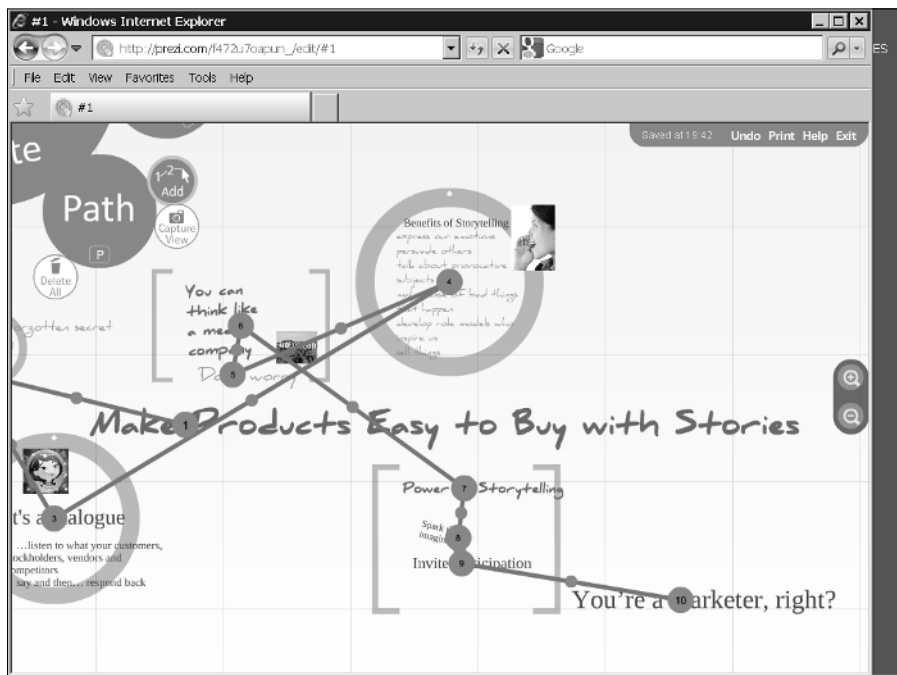


Figure 1-7:
Demon-
strating
movement.



Exploring the big picture and details at the same time

One of the best ways to explain the meaning of something is to show how it fits into a larger context. That concept is known as seeing how a detail fits into the big picture. In his book *Visual Explanations*, Edward Tufte recommends using a method called *PGP* to explain complex ideas or data. PGP refers to explaining things by using a Particular point, a General point, and then another Particular point.

So, for example, if you were explaining a graphic showing sales figures in Prezi, you would first point to a particular number and speak to it and then pull out to a more general point that shows the greater context. Then you would move back in again and discuss another particular point that enhances the original argument you made. In Figure 1-8 you see the total big picture of the presentation (Presenting with Multimedia) and the way it's broken out into the details (grouped by graphic formats.)

Surprisingly, Prezi is set up to do exactly that with no additional work on your part. To use the PGP method, you would use Smart Zooming to zoom in to a data point on the Prezi canvas, then zoom out to show the bigger picture, and then zoom back in to enhance that point. That's how prezis are meant to be used. They're created to help you explain things in the easiest way possible. If you remember this method when you are planning your prezis, you can make complex ideas seem simpler.



Figure 1-8:
Looking at
the big
picture and
the details.

Getting Ready to Present

Prezis provide you with a unique opportunity to develop and follow a story line supported by just the right text and images. To support this, whether you're presenting online or offline, you need to remember to do two things before you present.

The two things are as follows:



- ✓ **Set a Path:** Determine which chunk of information the audience will see each time you advance the screen. This determination is based on how you've constructed the story line and the sequence of events.

Don't forget that you can also present without a Path if you want to encourage a dialogue with your audience. Freeform presentations in Prezi foster interaction by allowing the audience to steer the conversation. You won't have to scroll back and forth to find the slides under discussion. Just click it with your cursor and you're there.

- ✓ **Determine timing intervals:** *Timing intervals* refer to the amount of time that elapses between Path screens when you are using Autoplay. You can choose 4, 10, or 20 seconds. They're critical. After you set up an interval, watch it several times to make sure you've made the correct choice.



Remember to watch your prezi like an audience member. If the material goes by too fast or too slow, the impact will be lost. I've seen prezis that have lots of text on the screen (which is not a good idea) and have the screens going by at 4 seconds each. This is frustrating for your audience members, who will quickly give up.

Presenting online or offline

When you have everything set up, prezis can be presented both online from a browser window or offline from your hard drive, CD, or USB drive. When choosing a method, you need to know the following:

- ✓ **Online:** Prezis are hosted online, so if you want to present from a browser, it's very easy. All you need to do is log in to your account and play your prezi from there. If you have a Free license, your prezi is published, and the URL is visible. If you have the Enjoy or Pro account, you can present from a private prezi or make your prezi public. The choice is yours. Your main concern when presenting online is always your Internet connection. If it fails during the presentation, you're in trouble.

- ✓ **Offline:** If you download your prezi to a hard drive or other device like a CD or USB drive, you have more insurance that your prezi will be available when you want it. You can very easily download your prezi using the online controls. Just remember that you can't create a prezi offline without an Pro account that gives you access to Prezi Desktop.



Remember that you can't edit your offline prezi after you've downloaded it unless you have a Pro account. To edit it, you need to edit the online version and redownload it.

Working with Collaborators

Collaboration on the Internet is critical. Prezi makes it very easy for you to invite others to work with you. To make working in teams a snap, you'll use the coeditor link on the Your Prezis page. (See Figure 1-9.) Collaboration is covered in more depth in Chapter 5.



Figure 1-9:
Inviting a
coeditor.

Displaying Your Prezis

Prezis can be shared in a variety of ways. Don't hesitate to give it wide exposure. See Chapter 5 for more information about sharing your prezis.

Aside from sharing in e-mails, you can display your Prezi in the following ways:

- ✓ Embed on a Web page
- ✓ Publish to a social media site
- ✓ Share on your blog
- ✓ Put in the Prezi Explore tab (with or without Reuse rights)

Developing a Presentation Partnership

The one thing that separates a good presenter from a bad one is her ability to focus on the audience. As a good presenter, you must establish a partnership between yourself and the audience. You're in this together. The time you spend together will either be a worthwhile experience or it won't. If you start planning your presentation by focusing on what you know about the people watching and how you need to communicate your message, you're way ahead of the game.

The only way to fail in this respect is to be wrong about who the audience members are and how you need to communicate with them. Following are some of the things you need to consider at the beginning of the planning phase:

- ✓ **Context:** What is this audience's view of the world in relation to this topic? Before you develop conclusions, make sure you've done some research on the audience first.
- ✓ **Trust:** Understand that before people believe a word you say, they need to trust your motives. If they think you have a hidden agenda or aren't completely truthful, you'll have a hard time convincing them of anything.
- ✓ **WIIFM (What's In It For Me?):** When you decided to make this presentation, you made a calculation. You thought about what you would gain by making it. Rest assured, your audience members will make the same calculation about watching it. Make sure you make it worth their while.

- ✓ **Learning styles:** Your audience is made up of visual, auditory, and kinesthetic learners. Vary the content to appeal to everyone.
- ✓ **Physical limits:** Your audience is subject to the usual factors: hunger, thirst, sleepiness, and so on. Try to do what you can to mitigate these factors.
- ✓ **Need for simplicity:** Simplicity makes complex ideas seem easier to grasp. Don't try to show that you know everything about a subject. Curate the material and pick out only the most relevant.

Interacting with the Prezi Community

You'll be happy to know that Prezi has a very robust community. Prezi users share their presentations online and actively provide the opportunity to "like" and comments on well-done prezis. There are social networks, online tutorials, and tech support areas.

The Prezi community includes the following:

- ✓ **Prezis Explore tab** (<http://prezi.com/explore>): Prezi subscribers display their prezis in this area. There are great examples of all kinds of prezis for you to comment on and copy for your reuse.
- ✓ **Prezi Learn Center** (<http://prezi.com/learn>): Here you'll find an online manual, tutorials, and information about how to use Prezi's features.
- ✓ **The company Twitter account** (<http://twitter.com/Prezi>): At the company account you'll see information about updates, new ideas, and examples shared by the community. (See Figure 1-10.)
- ✓ **The tech support Twitter account** (<http://twitter.com/Prezisupport>): Users tweet about real-time questions and issues they are having. You can get quick answers to many of your questions here.
- ✓ **Prezi "Get Satisfaction" tech support site** (<http://community.prezi.com/prezi>): This site is very robust and provides a place for you to ask complex questions that can't be handled with a quick answer.
- ✓ **Prezi Blog** (<http://blog.prezi.com>): Prezi has a lively blog where you can find the latest information about who is using Prezi and innovations people have created.



Figure 1-10:
Prezi on
Twitter.

Seeing That Prezis Aren't Limited to Presentations

Because Prezi is a storytelling tool, think of using it when you want to communicate something to others. That means that when you want to introduce a new product or service, or solve a problem, you can use Prezi to deliver your message. But you can also use it for nonbusiness applications. There's nothing inherently business-oriented about the tool. It all depends on how you use it.

Problem solving and brainstorming

There are lots of different problem-solving methods that you can employ using Prezi. My favorite is a Mind Map, which I cover in Chapters 10 and 16. But you can also use it to create other diagrams and flowcharts that help with problem solving.

For inspiration on other visual methods you can use, you might want to check out the “Periodic Table of Visual Methods for Management” created by Ralph Lengler and Martin Eppler. Just like the periodic table of elements that you learned about in science class, this is a chart of visual elements. It is broken into six categories via color coding: data visualization, information visualization, concept visualization, strategy visualization, metaphor visualization, and compound visualization.

When you roll over one of the elements with your cursor, an image pops up showing you what it looks like. This chart helps you familiarize yourself with a variety of different methods and perhaps find one for the task at hand. It’s available on the Visual Literacy site. (See Figure 1-11.) Here’s the direct link to it: www.visual-literacy.org/periodic_table/periodic_table.html

Business plans and other business uses

When you’re selling ideas and need to persuade for commercial reasons, you’ll want to turn to visuals. Your goal is to have your story strike an emotional chord with the viewer and then have them explain that resonance to themselves with facts and figures. People buy on emotion but justify their purchase with logic. With Prezi, you’re already halfway there because you have all the tools at your fingertips.

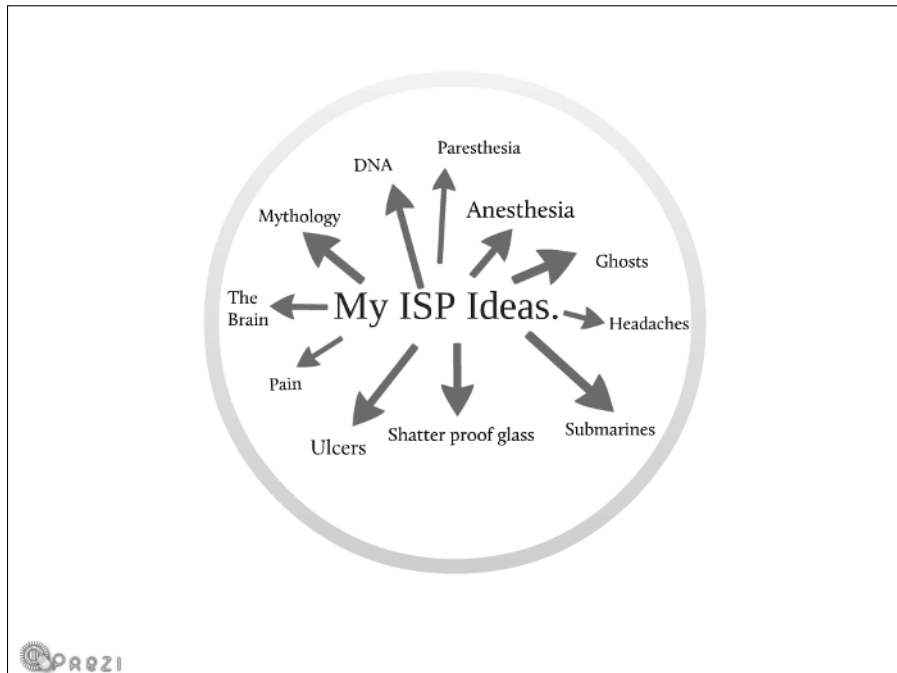


Figure 1-11:
Brain-
storming
with Prezi.

Because of the popularity of social media networks, people in business are jumping on the notion that persuasion is best done through stories. Stories are easily told in a social media environment. That's why many venture capitalists have started focusing on the story a business can tell online. Some have adopted the credo that you need to describe your business in 30 seconds or less to get an appointment to show them your plan.. If you follow up your description with a prezi, you'll at least have the chance to mesmerize them with your story. (See Figure 1-12.) Chapter 11 discusses using Prezi for business plans in depth.

Scrapbooks, recipes, hobbies, and so on

When you start to think about Prezi as a way to display your favorite collection, demonstrate a recipe, or create a party invitation, you'll be excited to see how far you can push the tools. (See Figure 1-13.)

You can embed video, audio, and animation in your prezi. These options take you much farther than a digital scrapbook or other illustration tool that's flat and static. Remember that Prezi has *layers*, which means that you can zoom in and out and rotate your materials. You can also pace your prezi so that it's fast, slow, or moves to the beat.

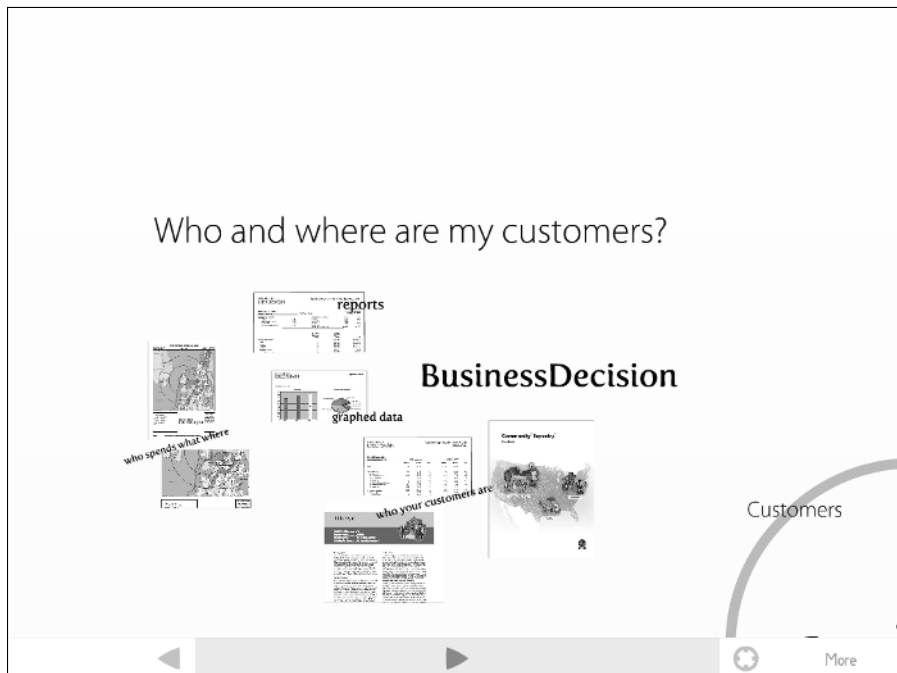


Figure 1-12:
Presenting
a business
plan.

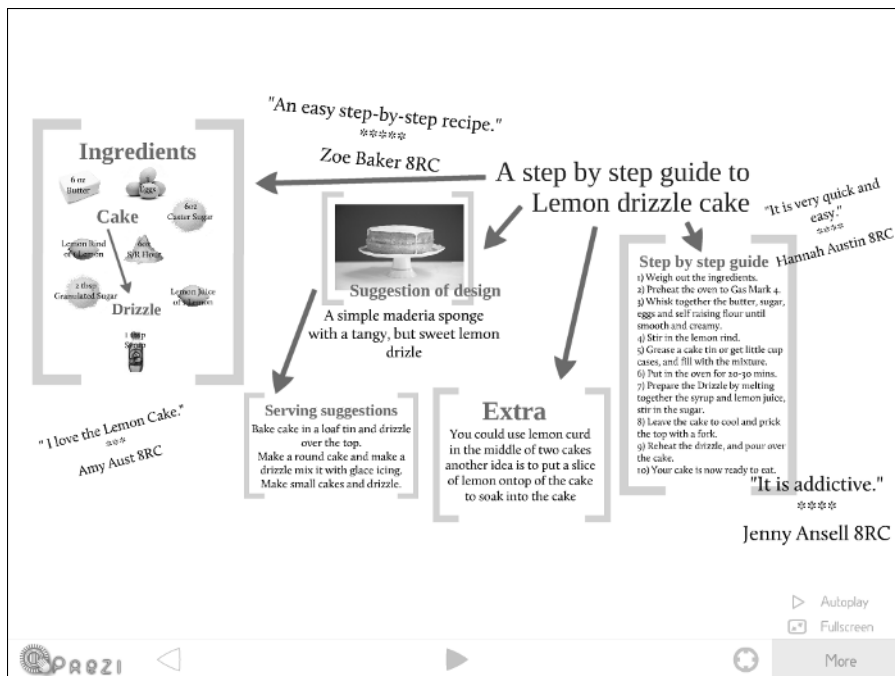


Figure 1-13:
A recipe in
Prezi.

Understanding How Professionals Can Use Prezi

If you're a professional designer, you'll want to take a look at Prezi. It provides you with a great tool to do either of the following:

- ✓ **Show off your entire portfolio.** With Prezi you can create a stand-alone portfolio file. You can upload your current graphics and add text to educate the client about your work. You can set the Path so that you can tell a story line about your career.
- ✓ **Create custom graphics for others.** Prezis are a visual medium. If you have some great graphics to offer storytellers, you'll want to contact them.

Educating with Prezi

Prezi has received a great deal of attention from the educational community. Both students and teachers are interested in using Prezi to show as well as tell. For this reason, Prezi has created a special license for educators and their students. (See Chapter 12 for more on the Edu license.)